

Section II:
AMENDMENT UNDER 37 CFR §1.121 to the
SPECIFICATION

Please amend paragraph 0039 (as numbered in pre-grant publication) to read as follows:

[0039] In the next step of the process, the image or data object from the model repository is overlaid or combined with the ad repository data object to create a single composite advertisement data object (39). In the case of graphic images, the model image which was selected from the model repository may simply be overlaid on top of the background image from the ad repository, with basic image processing such as edge smoothing applied. If one of the repositories contains audio or video clips, these may also be included in an appropriate manner with the ad data object in the ad repository, using available realtime multimedia and vector animation technologies such as Macromedia's Flash [TM] or Shockwave.

Please amend paragraph 0040 (as numbered in pre-grant publication) to read as follows:

[0040] In the next step of the process, the visitor's browser is sent the single composite advertisement (300), so that it may be viewed and/or heard by the web site visitor.